RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

April 16, 1997

RJR Account #396640
Ms. C. LeTares
MANCHESTER TOBACCO

JUNE DORAL B2G1F / PROMOTION #700272

Dear Christine:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 107 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	7
Light Box	12300-24066	7
Full Flavor 100	12300-24063	3
Light 100	12300-24062	8

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product / Premium Arrival: **May 12, 1997**

Ship Date to Retail: **Week of: May 19, 1997**

SKU CUBE : **0.9960**
SKU WT (w/o Product): **1.7200 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$4,220.65**
Non-EFT $ Amount: **$N/A**

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $122.50 (8.75 (12M) case(s) @ $14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: H. Battle
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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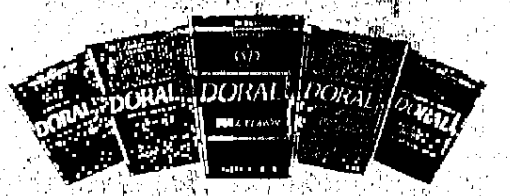
RJR TOBACCO



To All RJR Retail Partners

RETAILER LETTER

DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

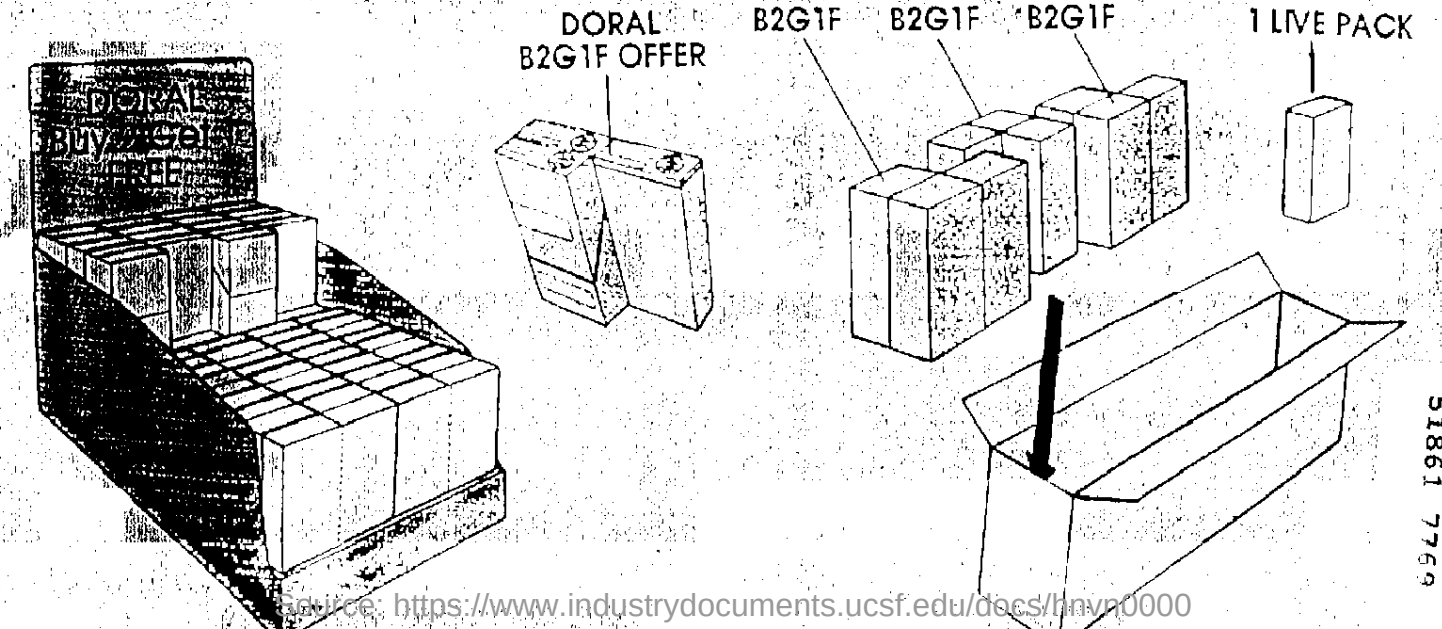
- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.

DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.

PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



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Source: https://www.industrydocuments.ucsf.edu/docs/hnvp0000

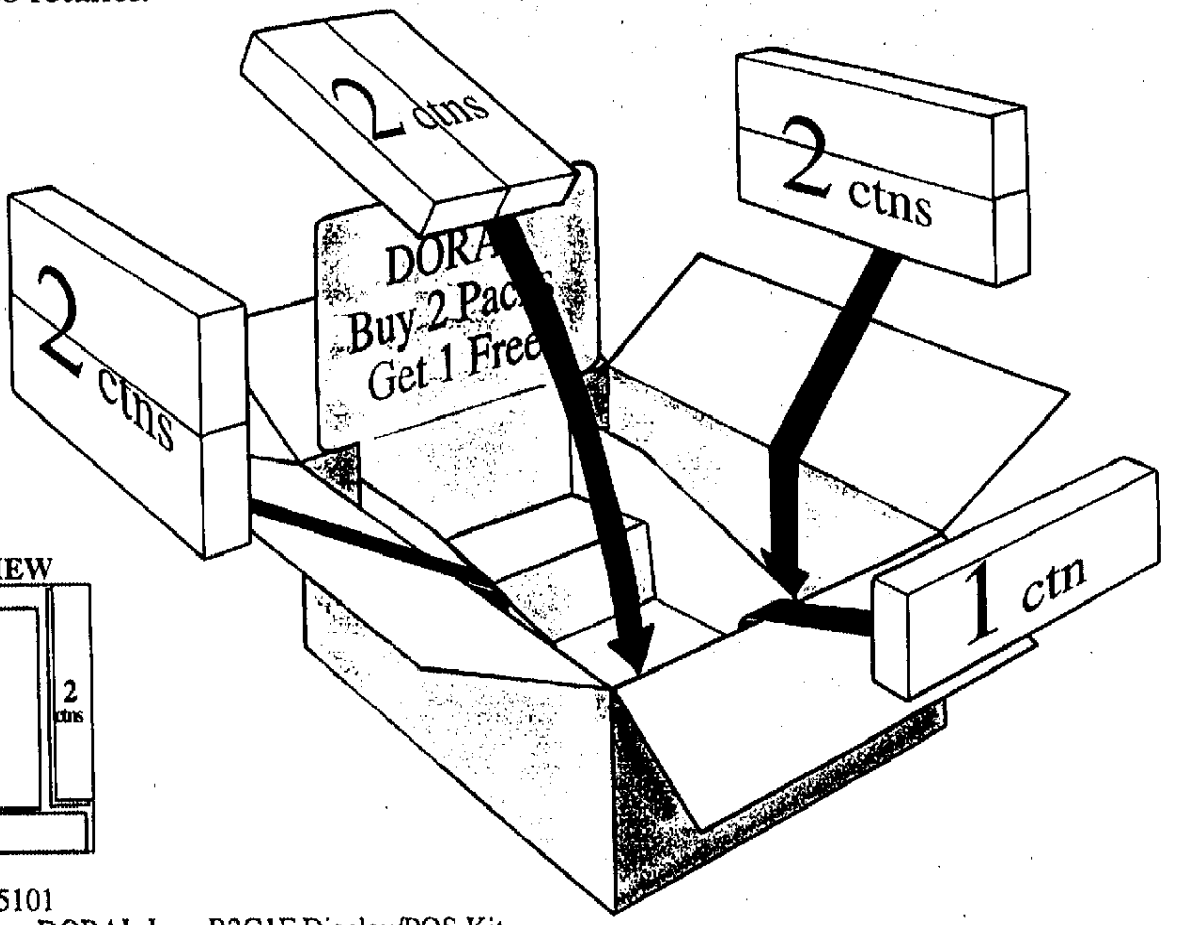
WHOLESALER PACKING INSTRUCTIONS

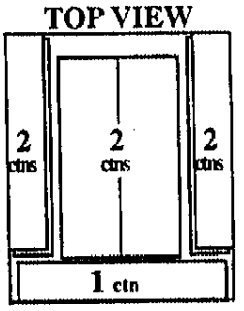
VALUE ADDED PROMOTIONS - 2ND QTR.'97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.





Item: #525101
Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF BOX	LT BOX	LT 100	FF 100		
Number of Cartons	2	2	2	1		

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WHOLESALER : 396640 MANCHESTER TOBACCO, INC. <DIRECT>
TEMPLATE : 700272 70600 DOR JUNE B2G1F
TEMPLATE SEQ : 0007
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163807	163823	461399	MERRIMACK GETTY	605 D.W. HIGHWAY	MERRIMACK	NH	03054	1			166578	(603)424-5542
163807	163823	479524	SOUTH MAPLE VARIETY	93 S MAPLE ST	MANCHESTER	NH	03103	3				(603)625-4923
163802	163822	481791	BROAD STREET EXXON	103-105 BROAD STR	NASHUA	NH	03060	1		5474-0000	435513	(603)883-2048
163807	163823	688630	ROBO'S VARIETY	912 SOMERVILLE ST	MANCHESTER	NH	03103	1				(603)624-1771
163807	163823	755636	CARON & SONS MOBIL	468 DANIEL WEBSTE	MERRIMACK	NH	03054	1			105629	(603)424-5227
163802	163824	090460	JOHNNY'S TIRE & BAT	680 N MAST RD	GOFFSTOWN	NH	03045	1		5474-0000	261051	(603)668-1325
163807	163824	104345	SAINDON'S MARKET	250 DUBUQUE ST	MANCHESTER	NH	03102	1				(603)668-0606
163807	163824	104371	AMOSKEAG MARKET	275 FRONT ST	MANCHESTER	NH	03102	1			622779	(603)668-6415
163806	163826	198514	TONYS KORNER KUBBAR	394 N STATE ST	CONCORD	NH	03301	1			322095	(603)228-8774
163807	163824	302680	RIVERSIDE EXXON	36 W RIVER RD	HOOKSETT	NH	03106	1		5474-0000		(603)668-0039
163806	163824	317519	VEANOS CON. STORE	146 LOUDON RD	CONCORD	NH	03301	2			442279	(603)224-8190
163807	163824	458290	ACADEMY FRUIT	266 BRIDGE ST	MANCHESTER	NH	03104	2			225334	(603)668-1251
163807	163824	487016	HARVEST FARM MARKET	995 GOFFSTOWN RD	MANCHESTER	NH	03102	1			823469	(603)627-8525
163806	163826	597069	CAPITAL FARMS	3 BROADWAY	CONCORD	NH	03301	2			425591	(603)224-9859
163807	163824	649097	JON-O'S MARKET	600 FRONT ST	MANCHESTER	NH	03102	4			223622	(603)668-1500
163806	163826	673284	GETTY MART	242 N MAIN ST	CONCORD	NH	03301	1			944117	(603)229-1622
163806	163824	697362	BRIDGE ST FOOD MART	24 LOUDON RD	CONCORD	NH	03301	1				(603)224-9261
163807	163824	712480	UNCLE BOB'S	435 KELLEY ST	MANCHESTER	NH	03102	1				(603)623-0521
163807	163824	712596	ANTHONY'S SOUTH ELM	37 ELM ST	MANCHESTER	NH	03101	5				(603)622-5800
163807	163824	714926	CROSSTOWN VTY	270 AMORY ST	MANCHESTER	NH	03102	5			815581	(603)668-4100
163807	163824	716330	WEST SIDE EXPRESS M	725 2ND ST	MANCHESTER	NH	03102	1			836005	(603)625-4969
163806	163824	720822	FOOD BASKET	72A WASHINGTON ST	CONCORD	NH	03301	1				(603)225-2242
163807	163824	754850	PAAD'S MOBIL STATIO	705 DW HIGHWAY	MANCHESTER	NH	03104	1				(603)669-8695
163805	163824	964646	CANDIA GETTY	ROUTE 101	CANDIA	NH	03034	1			845582	(603)483-8945
163801	163827	105257	PORFIDOES MARKET	84 MAIN ST	LITTLETON	NH	03561	1			130632	(603)444-6771
163805	163823	701000	HIWAY SUPERETTE	91 W BROADWAY	DERRY	NH	03038	1			641001	(603)434-4219
163803	163826	103219	HENNIKER PHARMACY	PROCTOR SQUARE	HENNIKER	NH	03242	1				(603)428-3456
163806	163826	755792	CORNER MARKET	201/2 WALKER STRE	CONCORD	NH	03301	4			429155	(603)228-8288
163807	163823	601065	ROSEBUDS MARKET	304 MERRIMACK ST	MANCHESTER	NH	03103	1			743616	(603)647-4955
163805	163824	730589	SANDYS VARIETY	2281 CANDIA RD	MANCHESTER	NH	03109	1			229740	(603)669-8382
163807	163824	103187	BUNNYS SUPERETTE	75 WEBSTER ST	MANCHESTER	NH	03104	1				(603)622-5080
163807		683417	EDDY ROAD STAR MART	245 EDDY ST	MANCHESTER	NH	03102	1				(603)668-4603
163807		719677	JT&B TEXACO	696 MAST RD	MANCHESTER	NH	03102	1				(603)647-2809
163801	163827	105193	KELLEY'S #308	MAIN ST	WOODSVILLE	NH	03785	1		1610-0100	135338	(603)747-2885
163807	163824	557240	HOOKSETT EXXON SHOP	1093 HOOKSETT RD	HOOKSETT	NH	03106	1		5474-0000	163424	(603)625-9956
112204	112227	347943	OLD CORNER STORE	MAIN STREET	JEFFERSON	NH	03583	1			130784	(603)586-7722
112204	112227	483098	RON'S VARIETY	737 MAIN ST	BERLIN	NH	03570	1				(603)752-1908
112204	112227	550908	BOTTLE KEG	CONWAY MARKET PLA	CONWAY	NH	03818	1			170481	(603)447-3353
112206	112220	104662	PATRIOT'S CORNER GR	29 OCEAN BLVD	HAMPTON	NH	03842	1			947137	(603)926-7087
112206	112220	104687	CABOT ST GROCERY	125 CABOT ST	PORTSMOUTH	NH	03801	1			540302	(603)436-0028
112206	112220	104695	STOP & GO #705	1350 WOODBURY AVE	PORTSMOUTH	NH	03801	1			831947	(603)436-7811
112206	112220	433996	DURHAM MARKETPLACE	MILL ROAD	DURHAM	NH	03824	1			237631	(603)868-2500

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WHOLESALER : 396640 MANCHESTER TOBACCO, INC. <DIRECT>
TEMPLATE : 700272 70600 DOR JUNE B2G1F
TEMPLATE SEQ : 0007
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112206	112220	481941	SHORT STOP	968 MIDDLE RD	PORTSMOUTH	NH	03801	1			559714	(603)431-3401
112206	112220	708038	ROSES COUNTRY STORE	ROUTE 125	EPPING	NH	03042	1			524471	(603)679-1967
112206	112220	729068	M&P COUNTRY CONVENI	137 EPPING RD	EXETER	NH	03833	1			741278	(603)772-4143
112206	112220	754915	THE LIGHTHOUSE	369 OCEAN BLVD	HAMPTON	NH	03842	1				(603)926-4951
112206	112220	754946	O'KEEFES STORE	RT 1-A	SEABROOK	NH	03874	1				(603)474-2311
112208	112220	104792	DUSTON'S MKT	155 PORTLAND AVE	DOVER	NH	03820	1				(603)742-2506
112208	112225	582294	TEN ROD ROAD GETTY	TEN ROD ROAD	ROCHESTER	NH	03867	1			924682	(603)332-3301
112208	112225	601072	POOR THOM'S BEVERAG	ROUTE 125	BARRINGTON	NH	03825	1			927175	(603)664-2599
112208	112225	755159	THE CORNER STORE	CENTER AND MAIN S	WOLFEBORO	NH	03894	1				(603)569-1835
112208	112225	755495	STOP & GO #710	158 N MAIN ST	ROCHESTER	NH	03867	1			821958	(603)332-0773
112208	112220	755751	JJ'S MINI MART	220 ROUTE #16	SOMERSWORTH	NH	03878	1			531046	(603)749-9546
163801	163827	105192	NORTHROPS INC	6 N MAIN ST	LISBON	NH	03585	1			135176	(603)838-2842
163801	163826	643734	DICKS MOBIL	MAIN STREET	LINCOLN	NH	03251	1			150460	(603)745-3572
163802	163822	484497	BIG JOHN'S COUNTRY	92 UNION ST	MILFORD	NH	03055	1			435510	(603)672-6733
163802	163822	688415	CONVENIENCE 101	362 GIBBONS HWY	WILTON	NH	03086	1			935591	(603)654-6488
163803	163821	104064	HIGH STREET MARKET	HIGH ST	KEENE	NH	03431	1			340820	(603)352-1898
163805	163820	103053	TURNERS VARIETY	38 CROSS ST	SALEM	NH	03079	1			642017	(603)898-7962
163805	163820	307460	ONE STOP MOBIL	134 N BROADWAY	SALEM	NH	03079	1			641528	(603)893-8074
163805	163823	327760	FREEDOM FUEL	128 W BROADWAY	DERRY	NH	03038	1			645085	(603)434-3838
163805	163823	450283	HILLTOP FOOD & DELI	33 INDIAN ROCK RD	WINDHAM	NH	03087	1				(603)434-4686
163805	163823	465963	MIKES GROCERY & DEL	16 N MAIN ST	DERRY	NH	03038	2				(603)432-2861
163805	163823	543932	NO LONDONDERRY EXXO	RT 28	LONDONDERRY	NH	03053	1		5474-0000	644059	(603)432-0036
163805	163823	717460	THIRTY PINES TEXACO	2 ASHLIGH DRIVE	DERRY	NH	03038	1			724698	(603)425-0705
163805	163820	741926	W & S MARKET	125 BRIDGE ST	PELHAM	NH	03076	1				(603)635-2776
163805	163823	755690	DIAL MART	TINKHAM ST	DERRY	NH	03038	3				(603)434-8509
163806	163826	104868	WAYSIDE GROCERY	RTE 28 & 11	ALTON	NH	03809	1			632304	(603)875-2861
163806	163826	104875	MOUNTAIN'S GEN.STOR	MAIN ST	CTR BARNSTEAD	NH	03225	1			631381	(603)269-7031
163806	163826	105039	106 BEANSTALK	RT 106	LOUDON	NH	03301	2				(603)783-4305
163806	163826	453224	SPEEDWAY CON.	ROUTE 106	LOUDON	NH	03301	1			857169	(603)783-0312
163806	163826	497498	GUS'S COUNTRY STORE	ROUTE 106	BELMONT	NH	03220	2			653318	(603)267-7590
163806	163826	562240	HOMETOWNE MARKET	43 S MAIN ST	PENACOOK	NH	03303	1			443450	(603)753-9891
163806	163826	576289	BOSCO BELL STORE	ROUTE 28	BARNSTEAD	NH	03218	2			635509	(603)435-8501
163806	163826	604756	GUS COUNTRY STORE	ROUTE 3	TILTON	NH	03276	1			655328	(603)524-3916
163806	163826	695820	AIRPORT COUNTRY STO	63 GILFORD EAST D	GILFORD	NH	03246	1				(603)524-2232
163806	163826	703109	CAREY'S MARKET	63 N MAIN ST	BOSCAWEN	NH	03303	1			325589	(603)753-4435
163806		738078	LACONIA SUNOCO	UNION AVE	LACONIA	NH	03246	1			822128	(603)524-9747
163807	163823	104365	MR MARKET INC.	297 SPRUCE ST	MANCHESTER	NH	03103	~~6~~ 4			711342	(603)668-6188

PAGE BREAK TOTAL ACCOUNTS 79 TOTAL QUANTITY ~~106~~ 107

TEMPLATE TOTAL ACCOUNTS 79 TOTAL QUANTITY ~~106~~

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 05/22/97

ACCOUNT NUMBER: 396640
VOUCHER NUMBER: 15354530
DATE WRITTEN: 05/22/97
STATUS: PAID
AMOUNT PAID: 122.50

MANCHESTER TOBACCO
64 GRANITE ST
MANCHESTER , NH 3101

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	8.75	122.50

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/H. BATTLE

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